

**City of Isanti
Economic Development Authority
Regular Meeting Minutes of
January 28, 2014
Isanti City Hall**

1. Call To Order

The meeting was called to order by Economic Development Director Sullivan at 7:00 p.m.

a. Pledge of Allegiance

b. Roll Call

Members Present: Tara Hallberg, Keith Dragisich, Dan Collison and George Wimmer

Members Absent: None

Staff Present: Economic Development Director Sean Sullivan, City Attorney Clark Joslin

c. Agenda Modifications

No modifications to the agenda were presented.

2. Organization of Advisory Bodies as per Ordinance 181

a) Oath of Office

Economic Development Director Sullivan Administered the Oath of Office for EDA Members present. Member Wimmer asked why he had to take the Oath of Office and indicated that this was nonsense. Sullivan indicated that it was a different than a commission and that it had statutory authority. Attorney Joslin agreed it that it would be good to have all members sworn in.

b) Election of 2014 EDA President

Motion by Dragisich, second by Collison to elect George Wimmer, motion carried unanimously. President Wimmer then presided over the meeting.

c) Election of 2014 EDA Vice-President

Motion by Dragisich, second by Hallberg to elect Dan Collison as Vice-President, motion carried unanimously.

d) Election of 2014 EDA President Pro-tem

Motion by Wimmer, second by Collison to elect Keith Dragisich as President Pro-Tem, motion carried unanimously.

- e) Election of 2014 EDA Secretary
Motion by Wimmer, second by Dragisich to select Economic Development Director Sullivan, motion carried unanimously.
- f) Election of 2014 EDA Treasurer
Motion by Wimmer, second by Dragisich, to elect Finance Director Ms. Sarah Cotton as Treasurer, motion carried unanimously.
- g) Election of 2014 Executive Director
This position is not required to be filled and nobody was elected.
- h) Adoption of 2014 EDA Meeting Schedule
Motion by Dragisich, second by Collison to adopt 2014 meeting schedule as presented. The schedule included the new dates associated with moving the meeting to the first City Council Meeting of the month. The start time of the meeting will need to be incorporated into the bylaws and postings for the meetings. Language would be entered to allow for meeting to start at 7:30 or after the conclusion of the City Council Meeting.

3. Approve Minutes of November 26, 2013 Regular Economic Development Meeting

Motion by Dragisich, second by Hallberg to approve the minutes for November 26, 2013. Motion carried unanimously.

4. Open Meeting Law & Conflict of Interest Information, City Attorney Joslin

City Attorney Joslin highlighted key points to Open Meeting Law and the City of Isanti Conflict of Interest Policy. All members of the 2014 EDA present are the same as 2013 so all members indicated they were familiar with the policy. The mantra of "If in doubt, check it out" was stated by Attorney Joslin. All non-City Council EDA members present turned in the Disclosure Form as required by the Conflict of Interest Policy.

Sullivan stated the new EDA configuration would change the quorum number from 3 to 4.

No formal action was required or taken on this item.

5. Consider Change of Membership of Isanti Economic Development Authority

Economic Development Director Sullivan highlighted the Staff memo and schedule to change the EDA membership and organization structure. Sullivan stated that a public hearing was required and that it needed to be properly noticed. The public hearing would take place on February 18, 2014 and the next EDA meeting would be on March 4, 2014 immediately following the City Council meeting. The proposed membership change to the EDA would increase the commissioner total to 7 with 5 being City Council Members. Once modified, a new organizational meeting will be required at the March 4, 2014 EDA meeting. Adoption of the amended bylaws will also be needed at that time. Staff indicated that the documents had been reviewed by Mary Ippel from Briggs and Morgan. 2012 Year in Review and asked if the members wanted more detailed information about any of the items.

6. Economic Development and EDA Marketing/Work Plan

Economic Development Director Sullivan presented the highlights of the updated 2014 EDA Marketing/Work Plan. He stated that only minor changes were made to the plan and that time was needed to see if the current plan was working. Changes included updating the economic conditions for neighboring communities and other economic indicators. Sullivan stated that the East Bethel Sewer and Water Plant was now online and that, in time, they could be a formidable competitor for future development along Highway 65. The City of Isanti can no longer boast that it is the first City north of Blaine with City Sewer and Water. Sullivan also indicated that the development environment in Isanti was much more stable than in East Bethel. Being outside of Metropolitan Council control and the stability of our City Council would be selling points to developers.

Member Wimmer stated that Isanti has staff dedicated exclusively to economic development which is also an advantage over East Bethel. He also stated that there were many challenges ahead for East Bethel and that their financial situation was difficult.

Member Wimmer gave a snapshot view of the decrease in homesteaded property to approximately 50%. He was pleased with the upward movement of commercial industrial up to 18%. A great goal would be to increase the commercial industrial percentage to 20-25%. Management of Homestead properties is very important.

Sullivan also highlighted the pending website update and development of additional marketing brochures (Welcome Brochure) and estimated costs.

Mayor Wimmer indicated 30% of the website price would come out of EDA.

Member Dragisich asked if more marketing dollars were needed to order more marketing materials.

Sullivan stated that there were marketing dollars left in the budget.

Member Wimmer indicated the Rum River BMX got the State finals for 2014.

The EDA recommended adding a section highlighting significant community events and marketing partners such as Rum River BMX, Minnesota State Cup (Soccer) and the Isanti Civic Arena.

Sullivan explained the concept for a community event calendar and getting the information out. The new website would utilize social media.

Motion by Dragisich, Second by Wimmer to recommend to the City Council adoption of the of 2014 EDA marking Plan with the addition of community events and marketing partners. Motion carried unanimously.

7. Other Business / Updates

Economic Development Director Sullivan highlighted the Staff Memo.

- a. Business Prospects

- b. Revolving Loan Fund Template
- c. Positively Minnesota Meeting
- d. CVN Meeting
- e. GPS 45:93
- f. Isanti Area Chamber of Commerce Events
- g. Isanti County EDA
- h. 2013-14 Business Arrivals and Departures in Isanti

Economic Development Director Sullivan highlighted the staff memo.

8. Adjournment

Member Dragisich motioned, seconded by Member Hallberg to adjourn at 7:44 pm. Motion carried unanimously.

Dated at Isanti, Minnesota, this 30th day of January 2014.

Respectively Submitted,

Sean M. Sullivan, Economic Development Director